

CONTRACT

KITV
HAWAII

KITV
801 South King Street
Honolulu, HI 96813
(808)535-0400

www.KITV.com

And:

Seed
PO Box 2119
Honolulu, HI 96805

Contract / Revision 915472 /		Alt Order #
Product 6/11 WK		
Contract Dates 06/11/12 - 06/17/12		Estimate #
Advertiser Lingle/R/Senate		Original Date / Revision 05/29/12 / 05/29/12
Billing Cycle EOM	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

KITV_MT - 915472ME

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	KITV	06/15/12	06/15/12	SF Giants Baseball	Various		1:00			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/11/12	06/17/12	----F--				2	\$100.00			
2	KITV	06/11/12	06/17/12	2 DAY ROS	7A-5P		1:00			NM	13	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/11/12	06/17/12	MTWTF--				13	\$20.00			
3	KITV	06/11/12	06/17/12	2 PRIME ROS	5-11P		1:00			NM	12	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/11/12	06/17/12	MTWTFSS				12	\$40.00			
Totals											27	\$940.00

Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
05/28/12 - 06/24/12	27	\$940.00	\$799.00	\$37.65	\$836.65
Totals	27	\$940.00	\$799.00	\$37.65	\$836.65

KITV - 915472TV

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	KITV	06/11/12	06/17/12	2 KITV 4 News This Morning	5-7am		1:00			NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/11/12	06/17/12	MTWTF--				3	\$140.00			
2	KITV	06/11/12	06/17/12	2 GMA M-F	7-9am		1:00			NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/11/12	06/17/12	MTWTF--				2	\$140.00			
3	KITV	06/16/12	06/16/12	2 KITV4 NewsThis Morn Sa/SuKITV4 NewsThis M			1:00			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/11/12	06/17/12	-----S-				1	\$140.00			
4	KITV	06/11/12	06/17/12	2 Ellen	3-4pm		1:00			NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/11/12	06/17/12	MTWTF--				2	\$140.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
915472 /	

Contract Dates	Product	Estimate #
06/11/12 - 06/17/12	6/11 WK	

Advertiser	Original Date / Revision
Lingle/R/Senate	05/29/12 / 05/29/12

KITV - 915472TV

KITV - 915472TV				Spots/								
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays				Spots/Week	Rate			
N 5	KITV	06/11/12	06/17/12	Dr Oz 4-5p	4-5p		1:00			NM	3	\$600.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		06/11/12	06/17/12	MTWTF--				3	\$200.00			
N 6	KITV	06/11/12	06/17/12	KITV News At 5	5-5:30pm		1:00			NM	2	\$1,200.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		06/11/12	06/17/12	MTWTF--				2	\$600.00			
N 7	KITV	06/11/12	06/17/12	KITV News At 6	6-6:30pm		1:00			NM	2	\$2,000.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		06/11/12	06/17/12	MTWTF--				2	\$1,000.00			
N 8	KITV	06/16/12	06/16/12	KITV News at 6 Saturday	KITV News at 6 Sa		1:00			NM	1	\$600.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		06/11/12	06/17/12	-----S-				1	\$600.00			
N 9	KITV	06/11/12	06/17/12	KITV News At 10	10-1035pm		1:00			NM	2	\$2,000.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		06/11/12	06/17/12	MTWTF--				2	\$1,000.00			
N 10	KITV	06/11/12	06/17/12	KITV 4 News at 10 II M-F	KITV 4 News at 10		1:00			NM	1	\$600.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		06/11/12	06/17/12	MTWTF--				1	\$600.00			
N 11	KITV	06/11/12	06/17/12	Nightline	11-1130p		1:00			NM	2	\$200.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		06/11/12	06/17/12	MTWTF--				2	\$100.00			
N 12	KITV	06/12/12	06/12/12	Hurricane Special Prime	730-8P		:30			NM	2	\$1,200.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		06/11/12	06/17/12	-T-----				2	\$600.00			
N 13	KITV	06/17/12	06/17/12	Hurricane Special Prime	630-7P		:30			NM	2	\$300.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		06/11/12	06/17/12	-----S				2	\$150.00			
N 14	KITV	06/14/12	06/14/12	Mixed Plate	Mixed Plate		1:00			NM	1	\$750.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		06/11/12	06/17/12	---T---				1	\$750.00			
N 15	KITV	06/17/12	06/17/12	Mixed Plate	Mixed Plate		1:00			NM	1	\$250.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		06/11/12	06/17/12	-----S				1	\$250.00			
N 16	KITV	06/12/12	06/17/12	NBA FINALS	NBA FINALS		1:00			NM	3	\$4,800.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		06/11/12	06/17/12	-1-1--1				3	\$1,600.00			
Totals											30	\$15,620.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
05/28/12 -06/24/12	30	\$15,620.00	\$13,277.00	\$625.61	\$13,902.61
Totals	30	\$15,620.00	\$13,277.00	\$625.61	\$13,902.61

Contract Totals **57** **\$16,560.00**

Signature: _____ **Date:** _____

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Contract / Revision 915481 /		Alt Order #
Product 6/18 WK		
Contract Dates 06/18/12 - 06/24/12		Estimate #
Advertiser Lingle/R/Senate		Original Date / Revision 05/29/12 / 05/29/12
Billing Cycle EOM	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

KITV_MT - 915481ME

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	KITVM	06/20/12	06/20/12	SF Giants Baseball	Various		1:00			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/18/12	06/24/12	--W----				2	\$100.00			
2	KITVM	06/22/12	06/22/12	SF Giants Baseball	Various		1:00			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/18/12	06/24/12	----F--				2	\$100.00			
3	KITVM	06/18/12	06/24/12	DAY ROS	7A-5P		1:00			NM	13	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/18/12	06/24/12	MTWTF--				13	\$20.00			
4	KITVM	06/18/12	06/24/12	PRIME ROS	5-11P		1:00			NM	12	\$480.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/18/12	06/24/12	MTWTFSS				12	\$40.00			
Totals											29	\$1,140.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
05/28/12 - 06/24/12	29	\$1,140.00	\$969.00	\$45.66	\$1,014.66
Totals	29	\$1,140.00	\$969.00	\$45.66	\$1,014.66

KITV - 915481TV

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	KITV	06/18/12	06/24/12	KITV 4 News This Morning	5-7am		1:00			NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/18/12	06/24/12	MTWTF--				3	\$140.00			
2	KITV	06/18/12	06/24/12	GMA M-F	7-9am		1:00			NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/18/12	06/24/12	MTWTF--				2	\$140.00			
3	KITV	06/24/12	06/24/12	KITV4 NewsThis Morn Sa/SuKITV4 NewsThis M			1:00			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	06/18/12	06/24/12	-----S				1	\$140.00			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
915481 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
06/18/12 - 06/24/12	6/18 WK	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Lingle/R/Senate	05/29/12 / 05/29/12

KITV - 915481TV

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
4	KITV	06/18/12	06/24/12	Ellen	3-4pm		1:00			NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/18/12	06/24/12	MTWTF--				2	\$140.00			
5	KITV	06/18/12	06/24/12	Dr Oz 4-5p	4-5p		1:00			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/18/12	06/24/12	MTWTF--				3	\$200.00			
6	KITV	06/18/12	06/24/12	KITV News At 5	5-5:30pm		1:00			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/18/12	06/24/12	MTWTF--				2	\$600.00			
7	KITV	06/18/12	06/24/12	KITV News At 6	6-6:30pm		1:00			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/18/12	06/24/12	MTWTF--				2	\$1,000.00			
8	KITV	06/18/12	06/24/12	KITV News At 10	10-1035pm		1:00			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/18/12	06/24/12	MTWTF--				2	\$1,000.00			
9	KITV	06/18/12	06/24/12	KITV 4 News at 10 II M-F	KITV 4 News at 10		1:00			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/18/12	06/24/12	MTWTF--				2	\$600.00			
10	KITV	06/18/12	06/24/12	Nightline	11-1130p		1:00			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/18/12	06/24/12	MTWTF--				2	\$100.00			
11	KITV	06/19/12	06/24/12	NBA FINALS	NBA FINALS		1:00			NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/18/12	06/24/12	-1-1--1				3	\$1,600.00			
Totals											24	\$13,120.00

Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
5/28/12 - 06/24/12	24	\$13,120.00	\$11,152.00	\$525.48	\$11,677.48
Totals	24	\$13,120.00	\$11,152.00	\$525.48	\$11,677.48

Contract Totals **53** **\$14,260.00**

Signature: _____ Date: _____

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Contract Agreement Between:

CONTRACT



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Honolulu, HI 96813
(808)535-0400

www.KITV.com

d:

Seed
PO Box 2119
Honolulu, HI 96805

Contract / Revision 915483 /		Alt Order #
Product 6/25 WK		
Contract Dates 06/25/12 - 07/01/12		Estimate #
Advertiser Lingle/R/Senate		Original Date / Revision 05/29/12 / 05/29/12
Billing Cycle EOM	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

KITV_MT - 915483ME										Spots/		
Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Week	Rate	Type	Spots	Amount
1	KITV	06/25/12	07/01/12	DAY ROS	7A-5P		:30			NM	12	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/25/12	07/01/12	MTWTF--				12	\$10.00			
2	KITV	06/25/12	07/01/12	PRIME ROS	5-11P		:30			NM	12	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		06/25/12	07/01/12	MTWTFSS				12	\$20.00			
Totals											24	\$360.00

Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/29/12	24	\$360.00	\$306.00	\$14.42	\$320.42
Totals	24	\$360.00	\$306.00	\$14.42	\$320.42

KITV - 915483TV											Spots/		
*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Week	Rate	Type	Spots	Amount	
N 1	KITV	06/25/12	07/01/12	KITV 4 News This Morning	5-7am		:30			NM	5	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/12	07/01/12	11111--				5	\$100.00				
N 2	KITV	06/25/12	07/01/12	GMA M-F	7-9am		:30			NM	5	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/12	07/01/12	11111--				5	\$100.00				
N 3	KITV	06/30/12	06/30/12	KITV4 NewsThis Morn Sa/Su	KITV4 NewsThis M		:30			NM	1	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/12	07/01/12	-----S-				1	\$100.00				
N 4	KITV	07/01/12	07/01/12	KITV4 NewsThis Morn Sa/Su	KITV4 NewsThis M		:30			NM	1	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/12	07/01/12	-----S				1	\$100.00				
N 5	KITV	06/25/12	07/01/12	Ellen	3-4pm		:30			NM	3	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		06/25/12	07/01/12	MTWTF--				3	\$100.00				

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(808)535-0400

www.KITV.com

Contract / Revision	Alt Order #
915483 /	

Contract Dates	Product	Estimate #
06/25/12 - 07/01/12	6/25 WK	

Advertiser	Original Date / Revision
Lingle/R/Senate	05/29/12 / 05/29/12

ITV - 915483TV

Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
6	KITV	06/25/12	07/01/12	Dr Oz 4-5p	4-5p		:30			NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/25/12	07/01/12	MTWTF--				4	\$125.00			
7	KITV	06/25/12	07/01/12	KITV News At 5	5-5:30pm		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/25/12	07/01/12	MTWTF--				3	\$300.00			
8	KITV	07/01/12	07/01/12	KITV News At 5	Sa/Su 5-5:30pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/25/12	07/01/12	-----S				1	\$300.00			
9	KITV	06/25/12	07/01/12	KITV News At 6	6-6:30pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/25/12	07/01/12	MTWTF--				3	\$500.00			
10	KITV	06/30/12	06/30/12	KITV News at 6 Saturday	KITV News at 6 Sa		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/25/12	07/01/12	-----S-				1	\$300.00			
11	KITV	06/25/12	07/01/12	KITV News At 10	10-1035pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/25/12	07/01/12	MTWTF--				3	\$500.00			
12	KITV	06/25/12	07/01/12	KITV 4 News at 10 II M-F	KITV 4 News at 10		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/25/12	07/01/12	MTWTF--				3	\$300.00			
13	KITV	06/25/12	07/01/12	Nightline	11-1130p		:30			NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/25/12	07/01/12	MTWTF--				3	\$50.00			
14	KITV	07/01/12	07/01/12	EXT MKOVER: WEIGHT LO:8-10P			:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/25/12	07/01/12	-----S				1	\$1,200.00			
15	KITV	06/26/12	06/26/12	NBA FINALS	NBA FINALS		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 06/25/12	07/01/12	-T-----				1	\$950.00			
Totals											38	\$9,700.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
06/25/12 - 07/29/12	38	\$9,700.00	\$8,245.00	\$388.50	\$8,633.50
Totals	38	\$9,700.00	\$8,245.00	\$388.50	\$8,633.50

Contract Totals 62 \$10,060.00

Signature: _____

Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.